

Kelton

NewsWorthy Analysis

New Year's Resolutions Survey for



November 2012



Struggling with Resolutions

New Survey Reveals that Americans Set Goals for the New Year, But Have Difficulty Achieving Them



With the New Year right around the corner, millions of Americans are likely making a list of resolutions they are creating for 2013. But if history is any indicator, many will likely fall off the wagon and not see those goals into fruition. According to a new survey by best-selling author and motivational speaker, Rory Vaden, more than half of the nation made a resolution in 2012 – and many of them stopped following through on their goals at some point throughout the year. What will it take to help keep aspirational Americans on track in the new year?

Making Their Lists

Millions of Americans made at least one New Year's resolution in 2012.

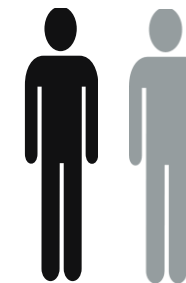
1

Setting Their Goals. In 2012, close to **117 million** Americans (**51%**) made at least one New Year's resolution.

- *More than seven in ten (71%) 18-34 year-olds made a New Year's resolution in 2012, compared to far fewer (43%) of their 35+ counterparts.*
- *Less than half (45%) of Midwesterners set a goal for the new year in 2012, compared to 53 percent of the rest of the country.*

2

One in two Americans made a New Year's resolution in 2012.



7%

3

Strength in Numbers? Making a New Year's resolution was popular in 2012 for Americans who live with other people:

- *More parents than Americans without children (60% vs. 48%) made a resolution last year.*
- *More than half (54%) of those who live with at least one other person set a goal in 2012, compared to 43 percent of those who live alone.*

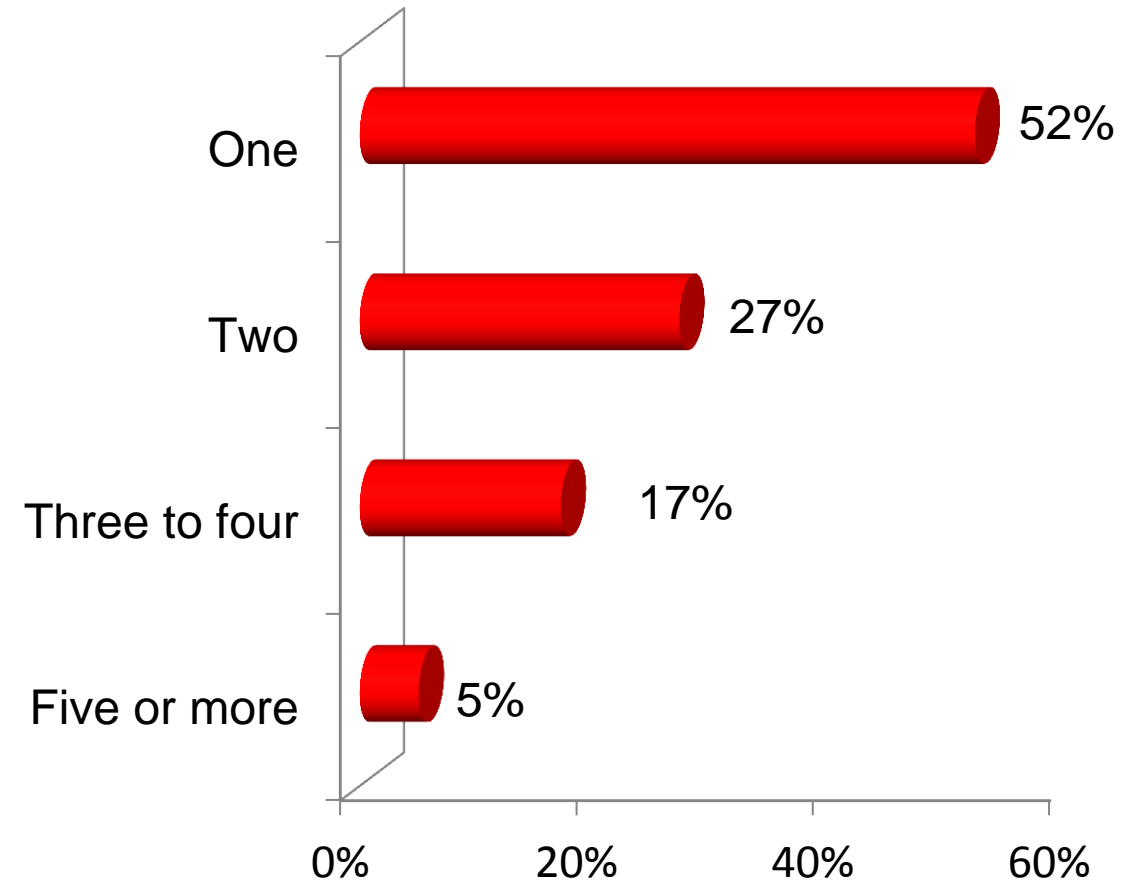
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Conservative Dreamers. More than half (52%) of resolution-setters established a single goal this year. Another 27 percent had two resolutions to kick off 2012.

Setting Their Sights on More. Close to a quarter (22%) set three or more New Year's resolutions this year.

5

Number of New Year's resolutions Americans made in 2012*



*Among respondents who made at least one New Year's resolution in 2012

Struggling with Self-Discipline is Universal

Americans from all walks of life struggle to hang onto their resolutions.

1

Giving Up. It doesn't matter your gender, your age, or your socio-economic status; **practically everyone struggles with keeping their New Year's resolutions:**

- *Nearly half of men (48%) and women (47%) who made a resolution in 2012 stopped following through on it.*
- *Close to one in two (48%) resolution-makers ages 18-34 quit seeing their resolution through this year, compared to 47 percent of their 35+ peers who did the same.*

2

A Nation of Quitters. And the list goes on:

- *More than half (53%) of American parents who made a resolution in 2012 admit they stopped following through. Nearly the same amount (45%) of their counterparts without kids quit seeing their goals through this year.*
- *Nearly half (48%) of resolution-makers who earn less than \$75K were unable to follow through with their 2012 resolutions, which is the same amount (48%) of those earning \$75K or more who also stopped following through.*

The 30-Day Plan

Majority of Americans who made it through the first 30 days of their 2012 resolutions are still carrying them out!

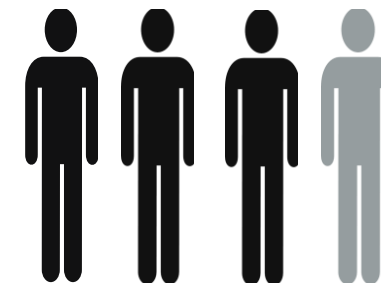
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Giving Up. Nearly one-third (31%) of all resolution-makers admit they **stopped following through with these goals within the first 30 days.**

Going Strong. And of those resolution-setters who made it past January 30th, more than three-quarters (76%) of them are **still following through with their resolutions.**

2

Three in four resolution-setters who made it past the first 30 days, are still seeing their 2012 goals through.



Falling off the Wagon

Many resolution-setters didn't follow through with their goals last year.

1

Impossible to Achieve. Nearly half (48%) of Americans who set a New Year's resolution in 2012 admit they stopped following through on their goals at some point after January 1st.

- *Less than four in ten (37%) resolution-setters in the West have stopped following through on their goals for 2012, compared to more than half (51%) of their less-successful counterparts in the rest of the country.*
- *Fewer resolution-setters without children than their counterparts with children (45% vs. 53%) admit they were unable to follow through with their goals this year.*

2

One in two Americans fell off the resolution wagon in 2012.*



*Among respondents who made at least one New Year's resolution in 2012

3

Seeing Through to Spring. **Eleven percent** of those who stopped following through this year **continued to carry out their resolutions beyond the four month mark.**

Lacking the Stamina. And close to two-thirds (**65%**) of those who abandoned their resolutions **admit they weren't able to last beyond 30 days.**

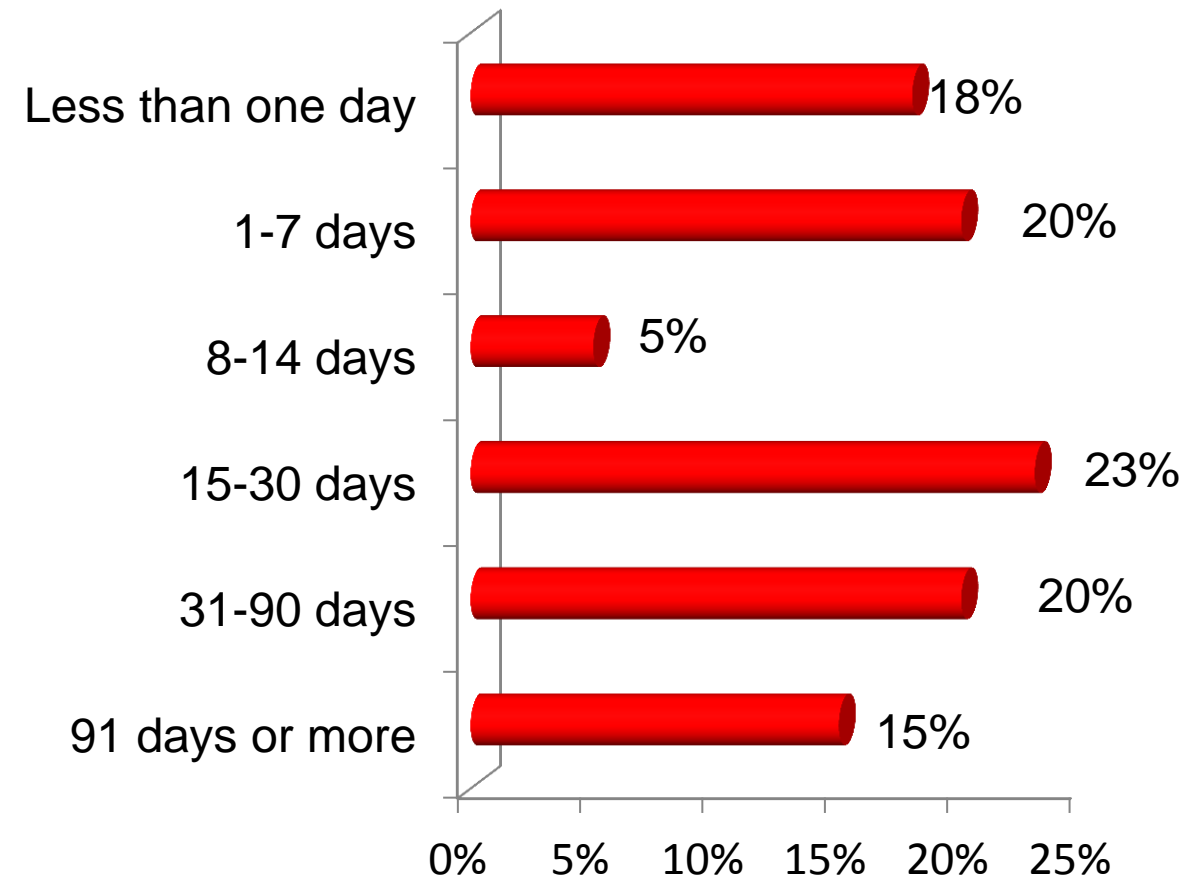
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What a Difference a Day Makes. In fact, close to two in ten (**18%**) of those who fell off the wagon say they **held onto their resolution for less than a day!**

- *Nearly three times as many women than men who stopped following through on their resolution (26% vs. 10%) were unable to continue on the road to achieving their goal beyond 24 hours.*

5

The average number of days Americans stopped following through on their resolutions*



*Among respondents who have stopped following through on their 2012 resolutions

Margin of Error = +/- 3.1 Percent
Sample = 1,000 Nationally Representative Americans Ages 18 and Over

About The Survey The Rory Vaden New Year's Resolutions Survey was conducted between November 12th and November 16th, 2012 among 1,000 nationally representative Americans ages 18 and over, using an email invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the entire U.S. population ages 18 and over.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. The margin of error for any subgroups will be slightly higher.

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